GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

General Administration (I&PR) Department – APSFTVTDC- Centralized policy for production of ad films on various Welfare schemes & developmental activities taken up by the Government- Production activities to be taken up through APSFTVTDC/ I&PR - orders – Issued.

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GENERAL ADMINISTATION (I&PR) DEPARMENT

G.O.Rt.No.1666 Dt.11.08.2022

Read the following:

1. G.O.Rt.No.3665, General Administration (I&PR) Department, Dt.11.12.2015.
2. From the M.D., APSFTVTDC, Vijayawada, Lr No.FDC/Films/2018,Dt.11.09.2018 & 13.11.2018.
3. From the Commissioner, I&PR, A.P., Vijayawada Lr.No.001066/Advt./2020,Dt.08.02.2021.
4. From the Managing Director, APSFTVTDC Lr. No. APSFTVTDC/Films/ICPA/2021/361, Dt.22.11.2021

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O R D E R:

In the G.O. 1st read above, Government has been issued certain Guidelines for empanelment of producers for production of documentaries, short film, video films etc.

2. In reference 2nd & 3rd read above, the Managing Director, APSFTVTDC & the Commissioner, I&PR has requested the Government to accord permission to the Commissioner, I&PR / MD, APSFTVTDC for adoption of Bureau of Outreach Communications (BOC)'s Rate card for General Category AV Production and also to utilize the services of BOC empanelled agencies and for floating Special RFP for Special Category publicity campaigns by Suppressing the G.O.Rt.No.3665, GA (I&PR) Dept., Dt.11.12.2015. To this effect a new set of guidelines may be issued by the Government for streamlining the empanelment procedure, adoption of BOC rate card and utilization of BOC empanelled agencies.

3. In the circumstances reported by the Managing Director, A.P. State Film Television Theatre Development Corporation, Vijayawada & the Commissioner, Information & Public Relations Department, A.P., Vijayawada, Government after careful examination of the matter hereby issue the following guidelines for streamlining the empanelment procedure, adoption of BOC rate card and utilization of BOC empanelled agencies by Suppressing of G.O.Rt.No.3665, GA (I&PR) Dept., Dt.11.12.2015.

I. **Classification and Nature of Electronic Media Campaign:**

a) Nature of campaigns needs to be classified on the basis of reaching of targeted population, amount being spent under the Scheme, desired perception and behavioural changes in the targeted group and constraints involved in reach out to the targeted public. For this purpose, it is proposed to classify the publicity activities into 2 major groups. i.e., **General Category Publicity Campaign** and **Special Category Publicity Campaign**.

b) **General Category campaign** aims at propagating various ongoing developmental activities and welfare schemes where the reach of the scheme and the targeted sections are either limited or the nature of the subject or theme is general for certain section of people.

The CIPR/MD, APSFTVTDC is the final authority for categorization campaign and to execute General Category campaign by following the same earlier procedure of empanelment for all media.

c) **Special Category Campaign** that generally involves launch of major welfare schemes, new policies, FAQs on complicated subjects. Those publicity campaigns pertaining to that content which needs sustained and effective campaign strategy and also campaigns which have inherent difficulty in reaching out to targeted population fall in Special publicity campaign category. This needs separate entity for empanelment on the basis of nature, scope, reach, budget that is involved for welfare programme are called in separate RFPs as scheme and mode of the publicity campaign demands.

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The CIPR is the final authority for categorization campaign and to execute Special Category campaign by following the new guidelines for empanelment of various media platforms through floating RFP.

II. **Rate Card:**

(a) The Rate Card of DAVP (BOC) shall be adopted for General category of publicity programe production i.e., Audio, Video, TV Spots & Radio jingles etc.

The services BOC empanelled producers on the cost of BOC may also be utilised by the DIPR/APSFTVTDC, if necessary.

Video spots/short-films, tele-films/documentaries: The consolidated rates include charges for script, detailed shot by shot story board, location, travel within the State, models, anchors, shooting, editing, jingles, 2D/3D animation/character animation and all kinds of graphics. The video spots/short- **films, tele-films/documentaries should be shot on 4 K resolution**. The content should be supplied in DPX, J2K, MoV, Mpeg-4 formats in two hard discs – one for FDC and one for the Client Department.

Audio songs: The cost of Audio song includes remuneration @ 2,00,000/-up to 3(three) minutes i.e to lyricist, music composer, musicians, singers and recording studio rent etc. The content should be provided in Wave Form & MP3 in two hard discs – one for FDC and one for client Department.

Radio spots: The consolidated rate is for radio creative's which have only words/speech and do not involve composition of original tune.

Radio Jingles/Song/Signature tune: The consolidated rates are applicable to radio creative which are partially or fully music based, with original composition.

The consolidated rates for Radio Spots, Jingles, Songs, Signature Tune includes charges for script, production with good voices, and music/audio. The software should be provided in Wave & MP3 format.

(b) Where as for the special category campaign, rates for execution of specific works will be finalised through RFP, which will be floated for fixed specific work for specific period as per the other terms and conditions specified in the Special RFP. These rates are not applicable to all other production works and agencies of General category publicity campaign.

III. **GENERAL & SPECIAL CATEGORY EMPANELMENT:**

a) **General Category is** for propagation of ongoing developmental activities and welfare schemes where the reach of the scheme and the targeted sections are either limited or the nature of the subject or theme is general for certain section of people.

The DIPR will follow the earlier general procedure of APSFTVTDC for electronic media production agencies empanelment for general category campaign production works and general procedure of empanelment for Print, Outdoor and Alternative media (kalajatha) as in the practice of DIPR. The terms and conditions are also same and earlier used.

b. **Special Category**: where the requests received from the sponsoring department or as per the subject needy, the subject wise special focus or the subject belongs to 2 or more departments and for the 360 degrees special publicity campaign where multiple media platform are to be used for professional production, promotion and dissemination of IEC activities those will be decided by the CIPR. A separate RFP will have to be floated for fresh empanelment for production, presentation, promotion and dissemination of that particular subject.

The electronic creative production agencies as well as the Print and Outdoor media agencies are required to show special characteristics and experience in the relevant subject. Therefore, the DIPR will frame different Terms and conditions in accordance with the subject requirements in special RFP.

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Category C: Radio- Jingles:

a) The producers/production agencies should have a minimum annual turnover of Rs. 10 lakhs per year in the last 3 years or net worth of Rs.6 lakh to be considered for this category.

b) Professional experience of having produced at least 20 Radio jingles in last 3 years.

Net worth: Net worth means the excess of the book value of assets (other than fixed assets) of an enterprise over its liabilities. It would be calculated as sum of the paid up equity and free reserves minus accumulated losses, if any, in the company. The applicant shall furnish a proof of its net worth certified by a statutory auditor/chartered accountant. Net worth will be calculated at the closing of the financial year immediately preceding the year of application.

VII. **Barring conditions**: No producer/agency is eligible to have empanelment in more than one name (either in his own name or in the name of his/her close relative). Employees and close relatives of employees of DIPR/APSFTVTDC are not entitled to be empanelled and they are eligible only after two years from the date of employee's retirement. (Close relative means spouse, dependent children/ parents/ brothers/ sisters and other dependents).

VIII. **General Principles**:

a) All the general publicity activities of production and screening works have to be executed through APSFTVTDC, because it is authorized agency of the Government.

b) The CIPR/MD, APSFTVTD Care empowered to empanel any producer who are fully eligible and fulfilled all the terms and conditions of I&PR Dept. in the middle of the period of panel year.

c) All the rights are reserved with CIPR/MD, APSFTVTDC in empanelment and work allocation.

d) The guidelines may be amended from time to time as considered necessary.

IX **DE-EMPANELMENT or SUSPENSION :**

a) If a producer/ agency does not respond to call for briefing or does not submit script, he will not be considered for any briefing for a period of six months. If a producer/agency does not attend briefing/fails to submit script by stipulated time on three occasions, he will be removed from the panel of empanelled producers/ agencies. The producer/agency may also be suspended from the panel on the basis of poor performance or any other valid reason, after giving a reasonable opportunity to the affected producer/agency to explain his/her case.

b) Empanelment for individual producers/agencies will be for a period of three (3) years from the date of approval by CIPR/MD, APSFTVTDC.

X. **PROCEDURE FOR WORK NOMINATION :**

a) The nomination of empanelled producers will be done by the CIPR/MD, APSFTVTDC on the basis of merits of the subject or theme and the efficiency of the producer for General category of publicity. The CIPR/MD, APSFTVTDC is the final authority in finalising the producer/ theme for general category campaign for electronic creative production.

b) The CIPR is the final authority to allocate the work to the empanelled agencies basing on the need of the campaign and the performance of agencies for print, outdoor, publications etc.,

c) The PAC will evaluate special category publicity tender procedure and furnish the report to CIPR for finalising the producers.

d) The rate card for production work is fixed and as notified by CIPR/MD, APSFTVTDC as per the norms for general category of production of works.

e) Mere empanelment does not guarantee the work allotment, the CIPR/MD, APSFTVTDC will take the final decision on allotment of work to empanelled agencies.

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IV. Technical Procedure adopted in Special Category RFP selection:

The DIPR may adopt QCBS or QBS or any other technical evaluation method by awarding marks (90:10 or 80:20) based on the requisite conditions and the nature of publicity campaign for selecting the agencies.

V. Appointment of Departmental Committee (DC) for General empanelment & Panel Advisory Committee (PAC) for Special RFP Special Category campaign:

A) Departmental Committee (DC) for General RFPs.

The CIPR is the authorised appointing authority for the Departmental Committee. The Committee consisting the following members:

a. Additional Director, I & PR Dept. - Chairman.

b. RIE, I&PR Dept. – Member as Member for electronic media creative agencies empanelment.

c. One Representative not below the rank of Manager from the APSFTVTDC – as Member for electronic media creative agencies empanelment.

d. DD, I&PR of the concerned subject – as Member

e. Accounts Officer, I&PR Dept. – Member

f. JD (Advt.,), I&PR Dept. – Convener/ Member Secretary.

B) Panel Advisory Committee (PAC) for Special Category &RFPs.

The PAC constituted by CIPR/Government is as follows:-

a. Additional Director, I & PR Dept. - Chairman.

b. One Representative not below the rank of Joint Director from the concerned line department to be nominated as –Member

c. RIE, I&PR Dept. – Member as Member for electronic media creative agencies empanelment

d. One Representative not below the rank of Manager from the APSFTVTDC Member for electronic media creative agencies empanelment

e. Accounts Officer, I&PR Dept. – Member

f. JD (Advt.,), I&PR Dept. - Convener / Member Secretary.

VI. ELIGIBILITY CRITERIA:

a) DIPR/APSFTVTDC proposes to empanel producers/ production agencies in following three categories.

Category A: Documentary, Docudramas, TV films/Short Films.

a) The producer/production agency should have minimum annual turnover of Rs. 20 lakhs per year in the last 3 consecutive years or Net worth of Rs.10 lakh to be considered for this category.

b) Professional experience of having produced at least 3 documentary films of at least 5 minutes duration each OR Docudrama or Short films of minimum 5 minutes duration in each year in the past 3 years.

Category B: Audio-Video films/ TV Spots:

a) The producers/production agencies should have a minimum annual turnover of Rs. 10 lakhs per year in the last 3 years or net worth of Rs.8 lakh to be considered for this category.

b) Professional experience of having produced at least 20 audio songs/video spots (out of which at least 10 should be video spots) in last 3 years.

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XI Legal Jurisdiction :

In case of any dispute with regard to implementation of guidelines, the decision of CIPR / MD, APSFTVTDC shall be final. All the legal disputes shall be settled only at the Hon'ble High Court of Andhra Pradesh.

4. The Managing Director, A.P. State Film Television Theatre Development Corporation, Vijayawada & the Commissioner, Information & Public Relations Department, A.P., Vijayawada shall take necessary action accordingly.

5. This order issues with the concurrence of Finance (FMU.GAD.II) Department vide U.O.No.FIN01-FMU0PC(GAD2)/39/2021-FMU-GAD-II, Dt.01.07.2022, Computer No: 1400878.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

T. VIJAY KUMAR REDDY
EX-OFFICIO SECRETARY TO GOVT (I&PR)

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To
The Managing Director, A.P. State Film Television
Theatre Development Corporation, Vijayawada.
The Commissioner, Information & Public Relations Department, A.P., Vijayawada.
The Director of Treasuries & Accounts, A.P., Vijayawada
The Pay & Accounts Officer, A.P., Vijayawada.
The Accountant General, A.P., Vijayawada.
Copy to:
PS to Prl. Secretary to Hon'ble CM
PS to Hon'ble Minister (I&PR)
Sc/Sf

//FORWARDED::BY ORDER\\

SECTION OFFICER